

Amendments to the Claims:

This Listing of Claims replaces all prior versions, and listings, of claims in this application.

1-230 (Cancelled).

231. (Currently Amended) A label applicator, comprising:

an applicator body including a label support surface;

a post assembly extending up from a central area of the label support surface;

the post assembly having a first effective diameter adapted to center a first label having a narrow central opening in a first label application position on the support surface with an adhesive face of the first label disposed upwardly;

engagement structure positionable by a user between an operative position and an inoperative position, the engagement structure when in the operative position extending generally above the label support surface and adapted to define a second effective diameter greater than that of the first effective diameter and adapted to center a second label having a wide central opening wider than the narrow central opening in a second label application position on the support surface with an adhesive face of the second label disposed upwardly;

the engagement structure is in the inoperative position when the first label is in the first label application position; and

the post assembly including an article support surface adapted to support an article in a position such that the article can be pressed down and against the adhesive face of the first label when in the first label application position and the adhesive face of the second label when in the second label application position.

232. (Currently Amended) The applicator of claim 231 wherein the inoperative position is generally below the label support surface.

233. (Previously Presented) The applicator of claim 231 wherein the engagement structure includes a plurality of posts.

234. (Previously Presented) The applicator of claim 233 wherein the posts are movable by the user between inoperative positions below the support surface and operative positions extending above the support surface.

235. (Previously Presented) The applicator of claim 231 wherein the engagement surface defines points on a second circle having the second effective diameter.

236. (Previously Presented) The applicator of claim 235 wherein the post assembly defines a first circle having the first effective diameter and a center point coincident with a center point of the first circle.

237. (Previously Presented) The applicator of claim 231 wherein the engagement structure when in the operative position is disposed radially outward from the post assembly.

238. (Previously Presented) The applicator of claim 231 wherein at least a portion of the post assembly is movable relative to the support surface.

239. (Previously Presented) The applicator of claim 231 wherein the narrow central opening has a diameter of 0.604 inch and the wide central opening has a diameter of 1.625 inches.

240. (Previously Presented) The applicator of claim 231 wherein the article support surface is a ridge.

241. (Previously Presented) The applicator of claim 231 wherein the article support surface includes a plurality of outwardly-extending surfaces.

242. (Previously Presented) The applicator of claim 231 wherein the article is a CD.

243. (Previously Presented) The applicator of claim 231 wherein the article is a DVD.

244. (Previously Presented) The applicator of claim 231 wherein the article is a disc.

245. (Cancelled).

246. (Previously Presented) The applicator of claim 231 wherein the article support surface is a ledge.

247. (Previously Presented) The applicator of claim 231 wherein the engagement structure has a portion thereof extending below the label support surface when the engagement structure is in the operative position.

248. (Previously Presented) A label applicator, comprising:

an applicator body including a label support surface;

post means extending up from a central area of the label support surface for centering a first label having a narrow central opening in a first label application position on the support surface with an adhesive face of the first label disposed upwardly;

centering means positionable by a user between an operative position and an inoperative position, the centering means when in the operative position extending generally above the label support surface for centering a second label having a wide central opening wider than the narrow central opening in a second label application position on the support surface with an adhesive face of the second label disposed upwardly;

the post means centering the first label when the centering means is in the inoperative position; and

the post means including article support means for supporting an article in a position such that articles can be pressed down and against the adhesive face of the first label when the first label is in the first label application position and against the adhesive face of the second label when the second label is in the second label application position.

249. (Previously Presented) The applicator of claim 248 wherein a portion of the centering means extends below the label support surface when the centering means is in the operative position.

250. (Previously Presented) A label applicator, comprising:
an applicator body including a label support surface;
a post assembly extending up from a central area of the label support surface;
first and second pairs of engagement members supported by the applicator body,
the first and second pairs being spaced outward from the post assembly on opposite
sides thereof;

with a label, the label having (a) a central portion having an adhesive face and a
central hole, and (b) first and second tabs extending out from the central portion, each
of the tabs having a pair of opposite side notches, in a label application position on the
applicator, the central portion is on the support surface with the adhesive face disposed
upwardly, the post assembly is disposed in the central hole, the engagement members
of the first pair are disposed in respective ones of the side notches of the first tab, and
the engagement members of the second pair are disposed in respective ones of the
side notches of the second tab; and

the post assembly including an article support surface adapted to support an
article in a position such that the article can be pressed down and against the adhesive
face of the label when in the label application position.

251. (Previously Presented) The applicator of claim 250 wherein the central opening
has a diameter of 0.604 inch or 1.625 inches.

252. (Previously Presented) The applicator of claim 250 wherein the article support
surface is a ridge or a ledge.

253. (Previously Presented) The applicator of claim 250 wherein the article support
surface includes a plurality of outwardly-extending surfaces.

254. (Previously Presented) The applicator of claim 250 wherein the article is a CD or
a DVD.

255. (Previously Presented) The applicator of claim 250 wherein the article is a disc.

256. (Cancelled).

257. (Previously Presented) The applicator of claim 256 wherein the first and second rims comprise first and second arcuate ribs, respectively.

258. (Previously Presented) The applicator of claim 250 wherein the engagement members each comprise a pin or a peg.

259. (Previously Presented) A label applicator system, comprising:

a label including: a center portion, the center portion having an adhesive face and a center hole; a first tab extending out from the center portion, the first tab including a pair of opposite side notches; and a second tab extending out from the center portion, the second tab including a pair of opposite side notches;

a label applicator including: an applicator body having a label support surface; a post assembly extending up from a central area of the label support surface, the post assembly being adapted to support an article in a support position; and first and second pairs of engagement members supported by the applicator body and spaced outward from the post assembly on generally opposite sides thereof; and

the label being positionable in a label application position on the applicator body with the center portion on the support surface, the adhesive face upwardly disposed, the post assembly passing through the center hole, the first pair of engagement members positioned in the side notches of the first tab, and the second pair of engagement members positioned in the side notches of the second tab.

260. (Previously Presented) The system of claim 259 wherein with the label in the label application position an article in the article support position can be pressed down and against the adhesive face.

261. (Previously Presented) The system of claim 259 wherein the center portion is circular and the article is a disc.

262. (Previously Presented) The system of claim 259 wherein the engagement

members comprise pins or pegs.

263. (Previously Presented) A label applicator, comprising:

an applicator body including a label support surface;

a post assembly at a central area of the label support surface;

the post assembly including a spindle, an inner centering post and an outer centering ring;

the spindle extending up from the inner centering post and defining an article support ledge on a top surface of the post and surrounding the spindle, the ledge being adapted to support an article having a hole in an article support position with the spindle disposed in the hole;

the inner centering post having a first effective diameter adapted to center a first label having a narrow central opening in a first label application position with the centering post disposed in the narrow central opening and an adhesive face of the first label upwardly disposed;

the outer centering ring surrounding the inner centering post and having a second effective diameter, which is larger than the first effective diameter, adapted to center a second label having a wide central opening, which is wider than the narrow central opening, in a second label application position with the centering ring disposed in the wide central opening and an adhesive face of the second label upwardly disposed; and

the post assembly being adapted to allow an article in the article support position to be pressed down against the first label when the first label is in the first label support position to adhere the first label to the article.

264. (Previously Presented) The applicator of claim 263 wherein the spindle and the centering post are affixed together as a single unit.

265. (Previously Presented) The applicator of claim 263 wherein the post assembly includes a spring which biases the support ledge up.

266. (Previously Presented) The applicator of claim 264 wherein a lower end of the spring biases against the outer centering ring.

267. (Previously Presented) The applicator of claim 263 wherein the top surface of the outer centering ring is level with the surrounding label support surface when the article is being press adhered to the first or second labels.

268. (Previously Presented) The applicator of claim 263 wherein the ledge is level with the top surface of the outer centering ring when the article is being press adhered to the first or second labels.

269. (Previously Presented) The applicator of claim 263 wherein the post assembly includes a spring for biasing the outer centering ring relative to the support surface.

270. (Previously Presented) The applicator of claim 269 wherein the spring upwardly biases the centering ring relative to the support surface.

271. (Previously Presented) A label applicator, comprising:

an applicator body including a label support surface;

a label-application post assembly at a central area of the support surface;

the post assembly including an outer centering ring movable in an opening in the support surface;

the post assembly further including a centering post and a spindle fixed to the centering post and extending up from a top surface thereof;

the outer centering ring being concentric with the centering post;

a support ledge defined by the top surface of the centering post; and

wherein the centering post is movable in an opening in the centering ring.

272. (Cancelled).

273. (Previously Presented) The applicator of claim 271 wherein the centering post is upwardly biased.

274. (Previously Presented) The applicator of claim 271 wherein the post assembly includes a spring which upwardly biases the centering post.

275. (Previously Presented) The applicator of claim 274 wherein the spring defines an inner spring, and the post assembly further includes an outer spring operatively associated with the centering ring.

276. (Previously Presented) The applicator of claim 275 wherein the outer spring upwardly biases the centering ring.

277. (Previously Presented) The applicator of claim 275 wherein the centering post defines a downwardly-disposed cup in which the inner spring is disposed and the outer ring defines a downwardly-disposed ring in which the outer spring is disposed.

278. (Previously Presented) The applicator of claim 271 wherein the applicator body includes abutment structure which defines a lower position of the centering ring.

279. (Previously Presented) A label applicator, comprising:

a label support surface having a central area;

a post assembly extending up from the central area such that a label having a label through-hole can be positioned in a support position generally on the support surface with the post assembly extending up through the label through-hole and an adhesive face of the label facing up, such that an article having an article through-hole can be positioned over the post assembly so that a flat surface of the article can be pressed and guided against the adhesive face of the positioned label; and

wherein the post assembly includes a spindle positioned under the support surface and supported by a spring assembly including a flat spring and a coiled spring, the flat spring holding the coiled spring against the spindle and biasing the spindle in a raised position such that at least a portion of the spindle extends through the support surface.

280. (Previously Presented) A label applicator, comprising:

a label support surface having a central area;

a post assembly extending up from the central area such that a label having a label through-hole can be positioned in a support position generally on the support surface with the post assembly extending up through the label through-hole and an adhesive face of the label facing up, such that an article having an article through-hole can be positioned over the post assembly so that a flat surface of the article can be pressed and guided against the adhesive face of the positioned label;

wherein the support surface positions the label in a lateral position by a pair of flex ribs positioned at outer, longitudinal edges, the flex ribs coupled to the support surface at points along elongated sides and include a raised edge opposite the coupling points; and

wherein the pair of flex ribs each include an alignment wall having two sides angled relative to each other along a crease line.

281. (Previously Presented) A label applicator, comprising:

a label support surface having a central area;

a post assembly extending up from the central area such that a label having a label through-hole can be positioned in a support position generally on the support surface with the post assembly extending up through the label through-hole and an adhesive face of the label facing up, such that an article having an article through-hole can be positioned over the post assembly so that a flat surface of the article can be pressed and guided against the adhesive face of the positioned label; and

a pair of surface flaps coupled to the support surface and having an opening at substantially parallel positions relative to the support surface, wherein the surface flaps each include a foam portion at the opening, the surface flaps being compressible against the support surface when the article is positioned on the spindle and pushed down against the support surface.

282. (Previously Presented) A label applicator, comprising:

a label support surface having a central area;

a post assembly extending up from the central area such that a label having a

label through-hole can be positioned in a support position generally on the support surface with the post assembly extending up through the label through-hole and an adhesive face of the label facing up, such that an article having an article through-hole can be positioned over the post assembly so that a flat surface of the article can be pressed and guided against the adhesive face of the positioned label; and

wherein the post assembly includes a ring coupled to a foam sleeve and a cap capable of being screwed into and out of the foam sleeve, the ring for supporting the article placed on the post assembly and capable of moving up and down with the foam sleeve as the post assembly is moved up and down.

283. (Previously Presented) A label applicator, comprising:

an applicator body having a support surface;

a post assembly extending up from the applicator body;

a locator assembly having at least one locator member and a lift post operatively connected to the at least one locator member;

the lift post extending through the applicator body and through the post assembly;

the locator assembly being movable from a rest position to a lifted position by pulling up on the lift post such that the lift post moves relative to the post assembly;

when the locator assembly is in the rest position, the post assembly defines a centering structure for a small-hole adhesive label on the support surface, the adhesive label have a central small through-hole; and

when the locator assembly is in the lifted position, the at least one locator member extends up above the support surface around the post assembly such that the at least one locator member defines a centering structure for a large-hole adhesive label on the support surface, the large-hole adhesive label having a central large through-hole which has a larger diameter than that of the small through-hole.

284. (Previously Presented) The applicator of claim 283 wherein the at least one locator member includes a plurality of locator members.

285. (Previously Presented) The applicator of claim 283 wherein the at least one locator member includes a plurality of spaced locator posts.

286. (Previously Presented) The applicator of claim 285 wherein the locator assembly includes a connecting structure which operatively connects the locator posts with the lift post.

287. (Previously Presented) The applicator of claim 286 wherein the connecting structure comprises a bottom plate.

288. (Previously Presented) The applicator of claim 283 wherein the lift post includes an elongate post which extends through the post assembly and a lift knob secured at an upper end of the elongate post.

289. (Previously Presented) The applicator of claim 283 wherein the diameter of the small hole is approximately 0.656 inch and the diameter of the large hole is approximately 1.625 inches.

290. (Previously Presented) The applicator of claim 283 wherein the post assembly includes upright flexible tabs attached at upper and lower ends thereof and having a rest position wherein portions thereof extend outwardly relative to a vertical axis of the post assembly and define stops for holding an article in a rest position on the post assembly spaced above a label in a support position on the support surface and are flexible inwardly upon downward pressure against the article to allow the article to be pressed down against the label.

291. (Previously Presented) The applicator of claim 231 wherein the post assembly is adapted to center the first label when the engagement structure is in the inoperative position.

292. (Previously Presented) The applicator of claim 248 wherein when the centering means is in the operative position and the second label is in the second label applicator position, a portion of the centering means engages an edge of the wide central opening

to center the second label.

293. (Previously Presented) The applicator of claim 248 wherein when the first label is in the first label application position, a portion of the post means engages an edge of the narrow central opening to center the first label.

294. (Previously Presented) The applicator of claim 248 wherein when the centering means moves between the operative and inoperative positions, the centering means moves relative to the label support surface.

295. (Cancelled).

296. (Previously Presented) The applicator of claim 263 wherein the post assembly is adapted to allow an article in the article support position to be pressed down against the second label, when the second label is in the second label support position and without the first label being in the first label support position, to adhere the second label to the article.

297. (Previously Presented) The applicator of claim 271 wherein the outer centering ring is adapted to be positioned in a central opening of a label to center the label relative to the support surface.

298. (Previously Presented) The applicator of claim 271 wherein the outer centering ring completely encircles the centering post.

299. (Previously Presented) The applicator of claim 280 wherein the alignment walls of both of the flex ribs defines a V-shape.

300. (Previously Presented) The applicator of claim 299 wherein both of the V-shape walls open toward the other.

301. (Previously Presented) The applicator of claim 280 wherein the alignment walls are both adapted to receive therein a separate alignment tab of the label.

302. (Cancelled).

303. (Previously Presented) A label applicator, comprising:

an applicator body having a support surface;

a post assembly extending up from the applicator body;

a locator assembly having at least one locator member and a lift post operatively connected to the at least one locator member;

the lift post extending through the applicator body and through the post assembly;

the locator assembly being movable relative to the applicator body between a first position and a second position;

when the locator assembly is in the first position, the post assembly defines a centering structure for a small-hole adhesive label on the support surface, the adhesive label have a central small through-hole; and

when the locator assembly is in the second position, the at least one locator member extends up above the support surface generally around the post assembly such that the at least one locator member defines a centering structure for a large-hole adhesive label on the support surface, the large-hole adhesive label having a central large through-hole which has a larger diameter than that of the small through-hole.

304. (Previously Presented) The applicator of claim 303 wherein the at least one locator member includes a plurality of locator members.

305. (Previously Presented) The applicator of claim 303 wherein the at least one locator member includes a plurality of spaced locator posts.

306. (Previously Presented) The applicator of claim 305 wherein the locator assembly includes a connecting structure which operatively connects the locator posts with the lift post.

307. (Previously Presented) The applicator of claim 306 wherein the connecting structure comprises a bottom plate.

308. (Previously Presented) The applicator of claim 303 wherein the lift post includes an elongate post which extends through the post assembly and a lift knob secured at an upper end of the elongate post.

309. (Previously Presented) The applicator of claim 303 wherein the diameter of the small through-hole is approximately 0.656 inch and the diameter of the large through-hole is approximately 1.625 inches.

310. (Previously Presented) The applicator of claim 303 wherein the post assembly includes upright flexible tabs attached at upper and lower ends thereof and having a rest position wherein portions thereof extend outwardly relative to a vertical axis of the post assembly and define stops for holding an article in a rest position on the post assembly spaced above a label in a support position on the support surface and are flexible inwardly upon downward pressure against the article to allow the article to be pressed down against the label.

311. (Previously Presented) The applicator of claim 310 wherein the article is an optical disc.

312. (Previously Presented) The applicator of claim 303 wherein the second position is a lifted position relative to the first position.

313. (Previously Presented) The applicator of claim 312 wherein the locator assembly is movable from the first position to the second position by pulling up on the lift post.

314. (Previously Presented) The applicator of claim 313 wherein the lift post moves relative to the post assembly when the locator assembly is moved from the first position to the second position.

315. (Previously Presented) A label applicator, comprising:
an applicator body having a label support surface;
a label-application post assembly at a central area of the support surface;
the post assembly including a label centering ring, a centering post, and a

spindle extending up from a top surface of the centering post; and

the centering ring being movable in an opening in a center of the support surface and being concentric with the centering post.

316. (Previously Presented) The applicator of claim 315 wherein the label support surface is circular.

317. (Previously Presented) The applicator of claim 315 wherein the centering ring encircles the centering post above the support surface.

318. (Previously Presented) The applicator of claim 315 wherein the spindle is movable with respect to the outer centering ring.

319. (Previously Presented) The applicator of claim 315 wherein the top surface of the centering post forms an optical disc support ledge.

320. (Previously Presented) The applicator of claim 315 wherein:

the centering post has a first effective diameter adapted to center a first label having a narrow central opening in a first label application position on the support surface with an adhesive face of the first label disposed upwardly; and

the centering ring has a second effective diameter greater than the first effective diameter and adapted to center a second label having a wide central opening wider than the narrow central opening in a second label application position on the support surface with an adhesive face of the second label disposed upwardly.

321. (Previously Presented) The applicator of claim 320 wherein the centering post is adapted to center the first label when the centering post is in a raised position relative to the support surface.

322. (Previously Presented) The applicator of claim 321 wherein the centering ring is adapted to center the second label when the centering post is in a raised position relative to the support surface.

323. (Previously Presented) The applicator of claim 322 wherein the top surface of the centering post forms an article support ledge which is adapted to support an optical disc article for application of the second label thereto when the second label is in the second label application position.

324. (Previously Presented) The applicator of claim 322 wherein the top surface of the centering posts forms an article support ledge which is adapted to support an optical disc article for application of the first label thereto when the first label is in the first label application position.

325. (Previously Presented) The applicator of claim 320 wherein the narrow central opening has a diameter of approximately 0.656 inch and the wide central opening has a diameter of approximately 1.625 inches.

326. (Previously Presented) The applicator of claim 315 wherein the support surface is configured to support a round label having a pair of opposing and outwardly extending tabs.

327. (Currently Amended) A label applicator, comprising:
an applicator body having a support surface;
a label-application post assembly at a central area of the support surface;
the post assembly including an outer centering ring, a centering post, and a spindle extending up from a top surface of the centering post;
the outer centering ring being movable in an opening in the support surface and being concentric with the centering post; and
[[the spindle being movable by]] a coil spring for moving the spindle relative [[with respect]] to the outer centering ring.

328. (Previously Presented) The applicator of claim 327 wherein the post assembly includes a spring for upwardly biasing the centering post.

329. (Previously Presented) The applicator of claim 327 wherein:

the centering post has a first effective diameter adapted to center a first label having a narrow central opening in a first label application position on the support surface with an adhesive face of the first label disposed upwardly; and

the centering ring has a second effective diameter greater than the first effective diameter and adapted to center a second label having a wide central opening wider than the narrow central opening in a second label application position on the support surface with an adhesive face of the second label disposed upwardly.

330. (Previously Presented) The applicator of claim 329 wherein the centering post is adapted to center the first label when the centering post is in a raised position relative to the support surface.

331. (Previously Presented) The applicator of claim 330 wherein the centering ring is adapted to center the second label when the centering post is in a raised position relative to the support surface.

332. (Previously Presented) The applicator of claim 331 wherein the top surface of the centering post forms an article support ledge which is adapted to support an optical disc article for application of the second label thereto when the second label is in the second label application position.

333. (Previously Presented). The applicator of claim 331 wherein the top surface of the centering post forms an article support ledge which is adapted to support an optical disc article for application of the first label thereto when the first label is in the first label application position.

334. (Previously Presented) The applicator of claim 330 wherein the narrow central opening has a diameter of approximately 0.656 inch and the wide central opening has a diameter of approximately 1.625 inches.

335. (Previously Presented) The applicator of claim 326 wherein the support surface is configured to support a round label having a pair of opposing and outwardly

extending tabs.

336. (Previously Presented) A label applicator, comprising:
an applicator body having a support surface;
a label-application post assembly at a central area of the support surface;
the post assembly including an outer centering ring, a centering post, and a spindle extending up from a top surface of the centering post; and
the outer centering ring being movable in an opening in the support surface and being concentric with and encircling the centering post above the support surface.
337. (Previously Presented) The applicator of claim 336 wherein the post assembly includes a spring for upwardly biasing the centering post.
338. (Previously Presented) The applicator of claim 336 wherein:
the centering post has a first effective diameter adapted to center a first label having a narrow central opening in a first label application position on the support surface with an adhesive face of the first label disposed upwardly; and
the centering ring has a second effective diameter greater than the first effective diameter and adapted to center a second label having a wide central opening wider than the narrow central opening in a second label application position on the support surface with an adhesive face of the second label disposed upwardly.
339. (Previously Presented) The applicator of claim 338 wherein the centering post is adapted to center the first label when the centering post is in a raised position relative to the support surface.
340. (Previously Presented) The applicator of claim 339 wherein the centering ring is adapted to center the second label when the centering post is in a raised position relative to the support surface.
341. (Previously Presented) The applicator of claim 340 wherein the top surface of the centering post forms an article support ledge which is adapted to support an optical

disc article for application of the second label thereto when the second label is in the second label application position.

342. (Previously Presented). The applicator of claim 340 wherein the top surface of the centering post forms an article support ledge which is adapted to support an optical disc article for application of the first label thereto when the first label is in the first label application position.

343. (Previously Presented) The applicator of claim 338 wherein the narrow central opening has a diameter of approximately 0.656 inch and the wide central opening has a diameter of approximately 1.625 inches.

344. (Previously Presented) The applicator of claim 335 wherein the support surface is configured to support a round label having a pair of opposing and outwardly extending tabs.

345. (Currently Amended) A label applicator, comprising:
an applicator body including a label support surface;
a label-application post assembly at a central area of the support surface;
the post assembly including an outer centering ring movable in an opening in the support surface;

the post assembly further including a centering post and a spindle fixed to the centering post and extending up from a top surface thereof;

the outer centering ring being concentric with the centering post;
a support ledge defined by the top surface of the centering post;
wherein the post assembly includes a spring which upwardly biases the centering post; [[and]]

wherein the spring defines an inner spring, and the post assembly further includes an outer spring operatively associated with the centering ring[.]; and

further comprising at least one of: (1) wherein the centering post is movable in an opening in the centering ring; (2) wherein the centering post is upwardly biased

relative to the support surface; (3) wherein the outer spring upwardly biases the centering ring; (4) wherein the centering post defines a downwardly-disposed cup in which the inner spring is disposed and the outer ring defines a downwardly-disposed ring in which the outer spring is disposed; and (5) wherein the applicator body includes abutment structure which defines a lower position of the centering ring.

346. (Previously Presented) The applicator of claim 345 wherein the centering post is movable in an opening in the centering ring.

347. (Previously Presented) The applicator of claim 345 wherein the centering post is upwardly biased relative to the support surface.

348. (Previously Presented) The applicator of claim 345 wherein the outer spring upwardly biases the centering ring.

349. (Previously Presented) The applicator of claim 345 wherein the centering post defines a downwardly-disposed cup in which the inner spring is disposed and the outer ring defines a downwardly-disposed ring in which the outer spring is disposed.

350. (Previously Presented) The applicator of claim 345 wherein the applicator body includes abutment structure which defines a lower position of the centering ring.

351. (Previously Presented) A label applicator, comprising:

an applicator body having a round label support surface;

a label-application post assembly at a central area of the support surface;

the post assembly including an outer centering ring, a centering post, and a spindle extending up from the centering post; and

the centering ring being movable in an opening in a central area of the support surface.

352. (Previously Presented) The applicator of claim 351 wherein the label-application post assembly is positionable in a first configuration adapted to center a first label having a narrow central opening in a first label application position with an adhesive

face of the first label disposed upwardly and in an alternative second configuration adapted to center a second label having a wide central opening in a second label application position with an adhesive face of the second label disposed upwardly.

353. (Previously Presented) The applicator of claim 352 wherein the centering post is adapted to center the first label when the centering post is in a raised position relative to the support surface.

354. (Previously Presented) The applicator of claim 353 wherein the centering ring is adapted to center the second label when the centering post is in a raised position relative to the support surface.

355. (Previously Presented) The applicator of claim 352 wherein the spindle extends up from a top surface of the centering post, and wherein the top surface defines a support surface for a round optical disc when the post assembly is in the first configuration.

356. (Previously Presented) The applicator of claim 355 wherein the top surface defines a support surface for a round optical disc when the post assembly is in the second configuration.

357. (Previously Presented) The applicator of claim 351 wherein the spindle is upwardly biased relative the support surface.

358. (Previously Presented) The applicator of claim 351 wherein the post assembly includes a coil spring for upwardly biasing the spindle relative to the support surface.

359. (Previously Presented) The applicator of claim 351 wherein the centering ring is movable relative to the opening between a first position and a different second position relative to the support surface, and wherein the centering ring when in the first position has its top surface generally below the support surface.

360. (Previously Presented) The applicator of claim 359 wherein when the centering

ring is moved from the first position to the second position the top surface is moved above and away from the support surface.

361. (Previously Presented) The applicator of claim 359 wherein spring means biases the centering ring from the first position to the second position.

362. (New) A label applicator, comprising:

an applicator body including a label support surface;

a post assembly extending up from a central area of the label support surface;

the post assembly having a first effective diameter adapted to center a first label having a narrow central opening in a first label application position on the support surface with an adhesive face of the first label disposed upwardly;

engagement structure positionable by a user between an operative position and an inoperative position, the engagement structure when in the operative position extending generally above the label support surface and adapted to define a second effective diameter greater than that of the first effective diameter and adapted to center a second label having a wide central opening wider than the narrow central opening in a second label application position on the support surface with an adhesive face of the second label disposed upwardly;

the post assembly including an article support surface adapted to support an article in a position such that the article can be pressed down and against the adhesive face of the first label when in the first label application position and the adhesive face of the second label when in the second label application position; and

first and second pairs of pegs supported by the applicator body, the first and second pairs being spaced outward from the post assembly on opposite sides thereof, the first pair of pegs engaging in side edge notches of a first tab of one of the first or second labels when that label is in the label application position, and the second pair of pegs engaging in side edge notches of a second tab of that label when in the label application position.

363. (New) A label applicator, comprising:

an applicator body including a label support surface;

post means extending up from a central area of the label support surface for centering a first label having a narrow central opening in a first label application position on the support surface with an adhesive face of the first label disposed upwardly;

centering means positionable by a user between an operative position and an inoperative position, the centering means when in the operative position extending generally above the label support surface for centering a second label having a wide central opening wider than the narrow central opening in a second label application position on the support surface with an adhesive face of the second label disposed upwardly;

the post means centering the first label when the centering means is in the inoperative position;

the post means including article support means for supporting an article in a position such that articles can be pressed down and against the adhesive face of the first label when the first label is in the first label application position and against the adhesive face of the second label when the second label is in the second label application position; and

first and second arcuate rims on the support surface, a first one of the engagement members of the first pair and a first one of the engagement members of the second pair being positioned at opposite ends of the first arcuate rim, and a second one of the engagement members of the first pair and a second one of the engagement members of the second pair being positioned at opposite ends of the second arcuate rim.

364. (New) The applicator of claim 363 wherein the first and second rims comprise first and second arcuate ribs, respectively.

365. (New) A label applicator, comprising:

an applicator body having a support surface;

a post assembly extending up from the applicator body;

a locator assembly having at least one locator member and a lift post operatively

connected to the at least one locator member;

the lift post extending through the applicator body and through the post assembly;

the locator assembly being movable from a rest position to a lifted position by pulling up on the lift post such that the lift post moves relative to the post assembly;

when the locator assembly is in the rest position, the post assembly defines a centering structure for a small-hole adhesive label on the support surface, the adhesive label have a central small through-hole;

when the locator assembly is in the lifted position, the at least one locator member extends up above the support surface around the post assembly such that the at least one locator member defines a centering structure for a large-hole adhesive label on the support surface, the large-hole adhesive label having a central large through-hole which has a larger diameter than that of the small through-hole; and

when the centering means moves between the operative and inoperative positions, the centering means moves relative to the post means.

366. (New) The applicator of claim 327 wherein:

the centering post forms first centering means with a first effective diameter for centering a first label having a narrow central opening in a first label application position on the support surface with an adhesive face of the first label disposed upwardly; and

the centering ring forms second centering means with a second effective diameter greater than the first effective diameter for centering a second label having a wide central opening wider than the narrow central opening in a second label application position on the support surface with an adhesive face of the second label disposed upwardly.

367. (New) The applicator of claim 366 wherein the first centering means is for centering the first label when the centering post is in a raised position relative to the support surface.

368. (New) The applicator of claim 367 wherein the second centering means is for

centering the second label when the centering post is in a raised position relative to the support surface.

369. (New) The applicator of claim 368 wherein the top surface of the centering post forms support means for supporting an optical disc article for application of the second label thereto when the second label is in the second label application position.

370. (New) The applicator of claim 367 wherein the top surface of the centering post forms support means for supporting an optical disc article for application of the first label thereto when the first label is in the first label application position.

371. (New) The applicator of claim 367 wherein the narrow central opening has a diameter of approximately 0.656 inch and the wide central opening has a diameter of approximately 1.625 inches.

372. (New) The applicator of claim 326 wherein the support surface includes means for supporting a round label having a pair of opposing and outwardly extending tabs.